



BIKE SHARE

September 1 - September 30 2019 Report Tempe



GRID Bike Share is Operated By:



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System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	700	N/A
Trips		
Total Trips	2,979	1,077
Trips Per Day (average)	99	36
Utilization Rate (trips per bike per day)	.14	.12
Active Members		
Total Membership	34,047	N/A
Monthly/Yearly Plans	668	N/A
Pay-As-You-Go & 7 Day Plan	33,379	N/A
Revenue		
Total Revenue	\$15,803.82	\$1,755.17
Maintenance/Customer Service Activity		
Total CS Cases Created	102	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report. An increase in the number of connection issues on the bikes due to SoBi hardware malfunction has caused a decline in the number of average active bikes this month.

Membership

New/Total Active Members (Full System)

Table 2

Membership Type	New Sign Ups	Total Active Members
Student	11	161
Monthly	13	234
Annual	0	150
Other	4	123
Pay As You Go	412	33,282
7 Day Pass	57	97
TOTAL	497	34,047

Trips

Cumulative Trips Per Day of the Week
September 2019 (Tempe Only)

Table 3

M	T	W	Th	F	Sa	Su
182	183	159	167	163	112	111

Trip Initiation Method (Tempe Only)

Table 4

Mobile	421
Keypad (manually entered)	649
Keypad RFID Card	3
Website	4

Table 5

	Sept (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	2,979	42,886	1,077	16,324
Total Miles Ridden	4,519	68,617	1,758	27,527
Avg Trip Distance	1.5	1.6	1.6	1.7
Avg Trip Time	17:30	21:40	16:22	23:32
Avg Weekday Trips	109	212	41	60
Avg Weekend Day Trips	77	229	25	55
Holds	135	2,602	N/A	N/A
Ended out of Hub	677	13,723	250	7,105
Ended out of System Area	15	298	2	104

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Trip Stats by Member Type (Full System)

Table 6

Member Type	Sept. Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,165	39%	16,938	39%
7 Day Pass	185	6%	3,045	7%
Annual	284	10%	2,757	6%
Monthly	314	11%	5,275	12%
Student	880	30%	10,665	25%
Other	151	5%	4,206	10%
TOTAL	2,979		42,886	

Trip Stats by Member Type (Tempe Only)

Table 7

Member Type	Sept. Trips	%	Trips YTD	% YTD
Pay-as-you-go	459	43%	6,922	42%
7 Day Pass	43	4%	973	6%
Annual	48	4%	261	2%
Monthly	49	5%	939	6%
Student	474	44%	6,504	40%
Other	4	0%	725	4%
TOTAL	1,077		16,324	

Sunday, September 13th was the highest day for regional ridership with a total of 145 trips taken. For trips originating in the Tempe service area, Wednesday, September 25th was the top day for ridership with 53 trips taken.

Station Performance

Regional Station Performance

Table 8

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P124 3rd St / Taylor St (Sponsored by APS)	207	M110 2nd St / Hobson	0
T16 Apache Blvd / Rural Rd	200	T23 Escalante Center	0
P106: 1st St / Washington St (Sponsored by SRP)	195	M113 2nd St. and Morris (Mesa Center for Higher Education)	0
P123 5th Ave / Fillmore St	165	M119 5th St. and Hibbert (Escobedo Park)	0
T14 College Ave / University Dr	146	M125 Main St. and Hibbert	0
T21 Forest Ave/ Lemon St. (Gammage)	136	M118 MacDonald and 2nd St.	0
T20 Tempe Center for the Arts	133	M123 1st Place and Date St.	0
T27 McAllister Ave / Apache Blvd	133	M121 2nd Ave. and Center	0
P125 Pierce and 1st	130	M122 462 N. Drew St. (Drew Community Park)	0
P120 Central Ave / Taylor St	126	M105 Robson / 1st St (i.d.e.a. Museum)	0

Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Table 9

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T16 Apache Blvd / Rural Rd	15	85	115	200	0	0
T14 College Ave / University Dr	15	70	76	146	0	0
T21 Forest Ave/ Lemon St. (Gammage)	20	66	70	136	0	0
T20 Tempe Center for the Arts	10	70	63	133	0	1.63
T27 McAllister Ave / Apache Blvd	25	63	70	133	0	0
T01 5th St / Forest Ave	20	43	52	95	0	0
T26 ASU Memorial Union	25	48	46	94	0	0
T03 Rural Rd / Terrace Rd	11	42	36	78	0	0
T11 University Dr / Mill Ave	20	28	35	63	0	0
T25 University Dr. / ASU Student Housing	23	24	36	60	0	0
T31 5th St / Mill Ave	15	27	31	58	0	0
T17 Tempe Beach Park	25	30	27	57	0	0
T29 Tempe Town Lake Marina	9	28	25	53	0	0
T04 Apache Blvd / Dorsey Ln	10	29	21	50	0	23.85
T28 Rio Salado Pkwy / Mill Ave	10	22	26	48	0	0
T15 8th St / Dorsey Ln	10	19	21	40	0	0
T05 McClintock Dr / Apache Blvd	15	20	18	38	0	0
T13 College Ave / Apache Blvd	15	14	21	35	0	0
ASU Goldwater Ctr. for Science - Tyler Mall (Virtual)	6	24	8	32	65.24	0
T02 3rd St / Mill Ave	9	17	14	31	0	0
ASU Coor Hall - S Forest Mall (Virtual Hub)	6	21	6	27	0	0
T18 Neil Giuliano Park	15	10	17	27	0	0
T24 Westside Center	10	8	11	19	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	10	7	17	0	13.73
T10 Washington St / Priest Dr	10	5	12	17	0	0
T09 Washington St / Center Pkwy	9	9	7	16	0	0

T30 Evelyn Hallman Park	8	6	2	8	0	19.12
T22 Baseline Rd / Priest Dr	10	3	4	7	0	0
T32 North Tempe Multigen Center	10	3	4	7	0	0
T07 Smith-Martin / Apache Blvd	10	1	4	5	0	0
T12 Rural Rd / Southern Ave	10	2	2	4	0	0
ASU Hayden Library - Cady Mall (Virtual Hub)	6	2	1	3	0	0
T08 Apache Blvd / Price Rd	10	0	3	3	0	0
T19 Kiwanis Park	15	2	1	3	0	0
ASU Orange St - S McAllister Mall (Virtual Hub)	6	0	0	0	85.97	0
T23 Escalante Center	10	0	0	0	0	0

Out of Station Lock-Ups in Tempe

Of the 1,077 trips started in the Tempe system area in September, 250 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, Tempe Marketplace Shopping Center, Tempe Town Lake, Tempe Beach Park and the Centerpoint on Mill complex.

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	180,802	2,750,920	70,340	1,101,084
Carbon Offset	3,978 lbs	60,500 lbs	1,547 lbs	24,223 lbs

*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO₂ per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

System-Wide Operations Data

Table 11

	System Wide	Tempe
Average number of bikes in service each day	700	N/A
Bikes inspected in field	168	32
Bicycles repaired in field	0	0
Average bike repair time	30 min	30 min
Bikes lost or stolen this month	2	1
Graffiti Cleaned	0	0

Staff recovered 1 bike that temporarily went missing during the month from city of Mesa.

Reported Repairs/Issues (Full System)

Table 12

	Type of Issue	September	YTD
1	Other	227	1,832
2	Seat	12	70
3	Shifting/Pedaling	7	77
4	Lock	20	266
5	Keypad	37	478
6	Brakes	14	48
7	Flat Tire	56	328
8	Lighting	8	53
9	Frame	5	29
	Total	386	3,181

Compared to the previous month there was a 1.5% increase in repairs/issues reported by users via the bikes on-board keypad. In September, 12.96% of all trips resulted in a user submitted repair request.

Customer Service Reporting

The top customer service contact category for the GRID system in September was Bike Issue.

Table 13

Reason For Contact	September Created Cases (Full System)	YTD
Member Inquiries	15	282
Billing	7	159
Account Management	9	142
Bike Issue	26	203
Charges	12	176
General Education	8	112
Operations	21	93
Sign Up	1	30
Hub Request	1	14
Partnerships	2	21
New Program Request	0	1
Total CS Cases Created	102	1,233

Customer Service Responsiveness (Full System)

Table 14

Time of call/email request	
Avg time to answer	39 sec
Avg duration of call	5 min 48 sec

Agreed Service Levels for Operations within the Tempe System Area

Table 15

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	78%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues may resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

Financial Summary

In September, the average revenue for the full system was \$10.43 per bike and \$2.45 per trip.

Table 16

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	3,283.00	21%	N/A
Ride Fees	3,474.82	22%	\$1,399.73
Out of Hub Fees	1,114.00	7%	\$456.00
Out of System Area Fees	0.00	0%	N/A
Rider Bonuses Given	-568.00	-4%	-\$100.00
Ad Revenue	\$8,500	54%	N/A
TOTAL	\$15,803.82		\$1,755.73

Data has not been audited and is only to be used as an approximation of Gross Revenue

*Fees specific to the Tempe system are reported by SoBi as a combination of both out of hub and out of system area fees. The Tempe fees include all fee balances accrued by users in the month regardless of whether the charge was actually executed that month.

Marketing Summary

Social Media

Table 17

Social Media Outlet	Followers	Impressions
Facebook	2,716	1,015
Twitter	1,580	6,342
Instagram	107	n/a

Events

Table 18

Event Name	City	Date
GRID Bike Demo 1 st and Pierce	Phoenix	September 7
GRID Bike Demo Roosevelt Park	Phoenix	September 7

Weather

Table 19 (Source: www.wunderground.com)

Sept	Full Sys.	high	low	avg	Precip. sum
1	61	108	86	94.6	0
2	69	105	86	95.4	0
3	97	108	86	97.7	0.1
4	83	111	88	99.6	0
5	75	108	89	98.6	0
6	121	107	90	98.1	0
7	79	108	90	97.9	0
8	64	102	86	93.3	0
9	129	100	82	90.7	0
10	131	99	83	90.8	0
11	107	96	81	88.3	0
12	108	102	81	91.5	0
13	145	106	80	93.5	0
14	97	102	84	90.5	0
15	63	98	81	89.8	0
16	124	98	77	87	0
17	96	97	77	87	0
18	109	102	80	90.7	0
19	117	100	80	90.2	0
20	85	96	85.6	96	-
21	70	95	83.5	95	-
22	55	97	86.9	97	-
23	92	89	76.4	89	-
24	132	88	77.2	88	-
25	133	88	78.5	85	-
26	103	86	82.8	94	-
27	115	85	0	0	0
28	116	94	0	0	0
29	87	91	74	81.9	0
30	116	90	69	79.9	0